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Creative Strategy: Planning and Development

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Advertising Creativity

CREATIVE STRATEGY:

Determining what the advertising message will say or communicate

CREATIVE TACTICS:

Determining how the message strategy will be executed

ADVERTISING CREATIVITY

Advertising Creativity: the ability to generate fresh, unique and appropriate ideas that can be used as solutions to communication problems.

Two perspectives on advertising creativity

Suits

"Its not creative unless it sells"

Poets

Artistic/aesthetic value and originality



Young's Creative Process

➤ **Immersion**

- Getting raw material or data, immersing one's self in the problem to get background.

➤ **Digestion**

- Ruminating on the data acquired, turning it this way and that in the mind.

➤ **Incubation**

- Ceasing analysis and putting the problem out of conscious mind for a time.

➤ **Illumination**

- Often a sudden inspiration or intuitive revelation about a potential solution.

➤ **Verification**

- Studying the idea, evaluating it, and developing it for practical usefulness.



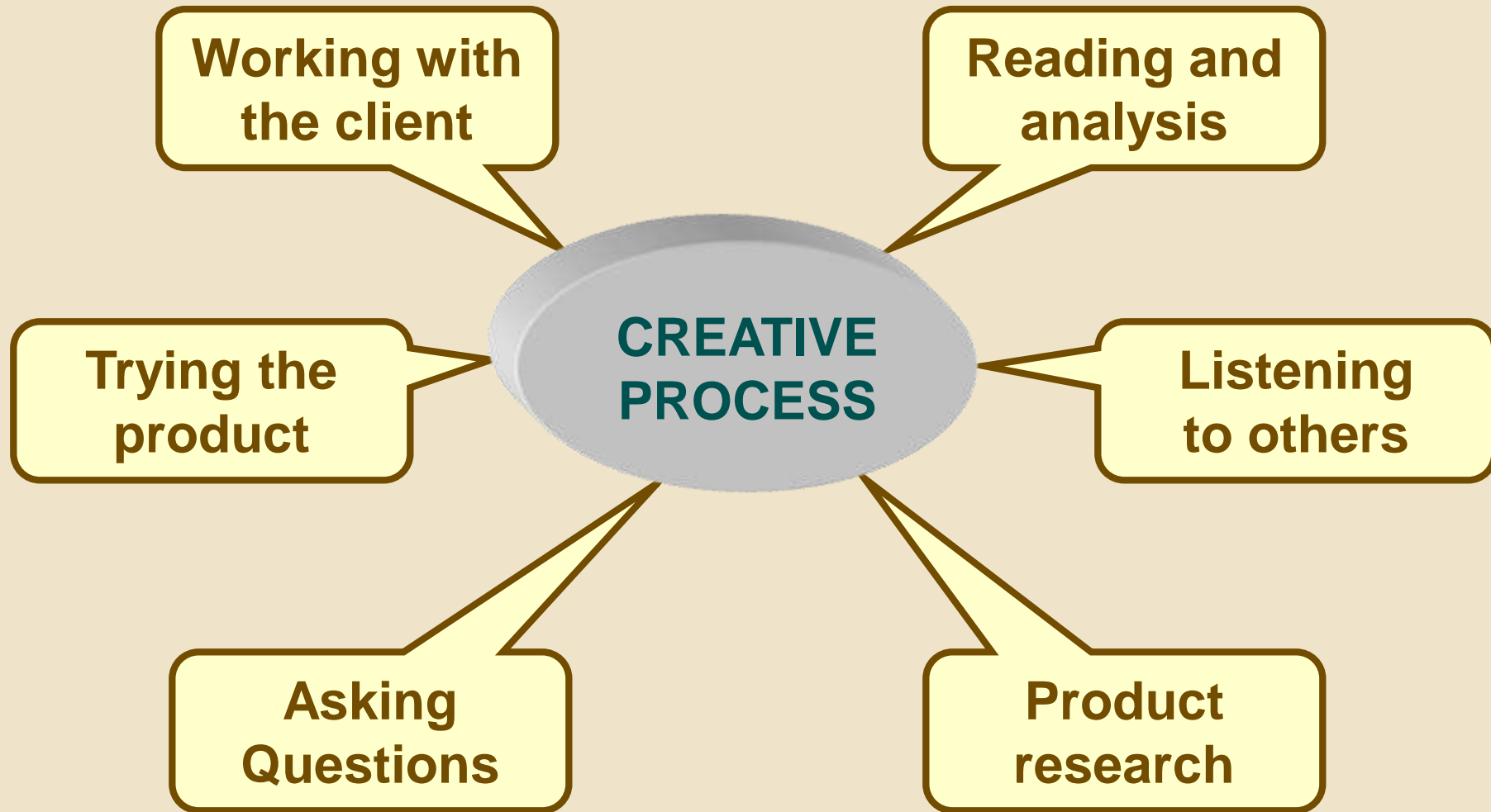
Wallas's Creative Process

- **Preparation**
 - Gathering information
- **Incubation**
 - Setting problem aside
- **Illumination**
 - Seeing the solution
- **Verification**
 - Refining the idea

➤ **Preparation/Incubation/Illumination**

- **General Preplanning Input:**
 - Books, periodicals, trade publications, clipping services, journals, magazines, etc.
 - Trends, developments in marketplace
- **Product Specific Preplanning Input**
 - Qualitative and quantitative studies
 - Problem detection studies
 - Focus groups
 - Ethnographic studies

Inputs to the Creative Process





Verification and Revision of Ideas

➤ **Objectives:**

- Evaluate ideas generated
- Reject inappropriate ideas
- Refine remaining ideas
- Give them final expression

➤ **Techniques used:**

- Directed focus groups
- Message communication studies
- Portfolio tests
- Viewer reaction profiles

➤ **Use of Storyboards and Animatics**



Advertising Campaigns

Advertising Campaign

A set of interrelated and coordinated integrated marketing communication activities that center on a particular theme or idea that appears in different media across a specified time period.

Campaign Theme

The central message that will be communicated in all of the various IMC activities

- Miller Lite “At a place called Miller time”
- BMW “The Ultimate Driving Machine”
- Chevy Trucks “Like a Rock”



Copy Platform Outline

1. Basic problem or issue the advertising must address.
2. Advertising and communications objectives.
3. Target audience.
4. Major selling idea or key benefits to communicate.
5. Creative strategy statement (campaign theme, appeal, execution technique).
6. Supporting information and requirements.

Means of Finding Major Selling Ideas

*"The **major selling idea** should emerge as the strongest singular thing you say about your product or service. This should be the claim with the broadest and most meaningful appeal to your target audience..."*

- Using a unique selling position
- Creating a brand image
- Finding the inherent drama
- Positioning


Three characteristics of a unique selling proposition:

- Each advertisement makes a proposition to the customer
- It must be one the competition cannot or does not offer
- It must be strong enough to pull over new customers to the brand

An ad that uses a unique selling proposition

**THE ONLY TOOTHPASTE
ACCEPTED BY THE A.D.A. FOR
PROTECTION AGAINST PLAQUE,
CAVITIES AND GINGIVITIS.**

Who knows better than the American Dental Association? And for the first time in its history, the A.D.A. granted the Seal of Acceptance to a toothpaste that provides long-lasting protection against cavities, plaque and even gingivitis. The recipient of this honor? New Colgate Total[®] the first toothpaste that works *between brushings* to fight cavities, tartar, bad breath, plaque and gingivitis all day long. Which is why we think millions of people who care about their teeth will be giving it their seal of acceptance, too.



Colgate[®] Total
ANTICAVITY FLUORIDE AND STAIN FIGHTING TOOTHPASTE

ALSA

www.colgate.com
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THE BRUSHING THAT WORKS BETWEEN BRUSHINGS.™

Creating a Brand Image

- Used when competing brands are so similar it is difficult to find or create a unique attribute
- The creativity strategy used to sell these products is based on a strong, memorable identity for the brand through ***image advertising***
- Frequently used for products such as soft drinks, perfume, liquor, clothing, airlines.



Creating a Brand Image

➤ **David Ogilvy's Approach**

- Brand image or personality is particularly important when brands are similar
 - Every ad must contribute to the complex symbol that is the brand image

➤ **Leo Burnett's Approach**

- Find the inherent drama or characteristic of the product that makes consumers buy it
 - "(Inherent drama) is often hard to find but it is always there, and once found it is the most interesting and believable of all advertising appeals."

Approaches to the Major Selling Idea: Inherent Drama and Positioning

Inherent Drama:

- Focus on consumer benefits with an emphasis on the dramatic element in expressing them
- Messages generally presented in a warm, emotional way
 - Hallmark, Maytag, Kellogg

Positioning:

- Establish a particular place in the customer's mind for the product or service
- Based on product attributes/benefits, price/quality, use or application, type of user, problem solved

This ad helps position 3M as an innovative company

1 How can the whole world breathe easier?

2 With the world's first CFC-free inhaler. CFCs help deliver vital medicine, but harm the world's ozone layer. 3M Pharmaceuticals has discovered how to make metered-dose inhalers without them. And we're working in partnership with other pharmaceutical companies, so together, we can begin to replace the 500 million inhalers used each year. This breakthrough—along with the first metered-dose and breath-actuated inhalers—shows a commitment to leadership that's built one of the world's largest health care companies. And helps us make the leap *from need to...*

3M *Innovation*

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Source: Courtesy 3M